

Perancangan Media Promosi Produk ThisAble Beauty Care sebagai Upaya Mewujudkan Program Pemberdayaan Ekonomi Kreatif untuk Disabilitas

CHRISTIANTO HARSADI

(Pembimbing : Auria Farantika Yogananti, S.Sn,MTDdesign, BERNARDUS ANDANG PRASETYA ADIWIBAWA, ST, M.Si)

Desain Komunikasi Visual - S1, FIK, Universitas Dian

Nuswantoro

www.dinus.ac.id

Email : 114201201323@mhs.dinus.ac.id

ABSTRAK

ThisAble Beauty Care adalah produk yang diprakasai oleh ThisAble Enterprise dalam rangka upaya mewujudkan program pemberdayaan ekonomi kreatif untuk disabilitas. Fenomena pemasaran terjadi di Indonesia membuat produk ThisAble Beauty Care kesulitan dipasarkan secara luas. Perancangan media promosi produk ThisAble Beauty Care bertujuan untuk mempromosikan produk hasil karya penyandang disabilitas ke pangsa pasar secara luas. Media promosi dirancang sesuai dengan branding ThisAble Enterprise sebagai bisnis sosial memberdayakan penyandang disabilitas melalui program Pemberdayaan Ekonomi Kreatif. Perancangan media promosi produk ThisAble Beauty Care ini dilakukan melalui perencanaan media yang efektif dengan menggunakan metode kualitatif dan SWOT untuk menentukan strategi kreatif dan pemasaran agar hasilnya sesuai dengan karakteristik pasar. Berdasarkan hasil wawancara dan analisis SWOT menyatakan bahwa ThisAble Enterprise menjajaki kerjasama dengan perusahaan dan mengikuti event-event untuk mempromosikan produk ThisAble Beauty Care ke khalayak secara luas. Kegiatan promosi periklanan yang dilakukan adalah iklan visual seperti brosur, pamflet, backdrop dan banner karena produk ThisAble Beauty Care lebih banyak dipromosikan melalui acara-acara yang diselenggarakan dan diperluaskan ke pangsa pasar seperti mall-mall di Jakarta, Century, Go-Massage, tempat SPA, dan sebagainya. Dengan media promosi produk ThisAble Beauty Care mampu meningkatkan penjualan sekaligus memberdayakan program ekonomi kreatif untuk disabilitas.

Kata Kunci : ThisAble, Beauty Care, Media, Promosi, Disabilitas

Promotion Media Design of ThisAble Beauty Care In Order To Empower Creative Economy Program For Difable

CHRISTIAN TO HARSADI

(Lecturer : Auria Farantika Yogananti, S.Sn,MTDdesign, BERNARDUS ANDANG PRASETYA ADIWIBAWA, ST, M.Si)
*Bachelor of Visual Communication Design - S1, Faculty of
Computer Science, DINUS University
www.dinus.ac.id
Email : 114201201323@mhs.dinus.ac.id*

ABSTRACT

ThisAble Beauty Care was initiated by ThisAble Enterprise in order to empower Creative Economy Program for difable. Marketing phenomenon that happened in Indonesia recently makes ThisAble Beauty Care having a hard way to sold widely. The aim of this project are to promote the works of people with disabilities and to sell the products widely. Promotion media is consistantly designed matched to branding of ThisAble enterprise as a social business which is empower people with disabilities through creative economy program. Redesigning promotion media of ThisAble Beauty Care products was conducted through effective media planning using qualitative method and SWOT analysis to determine creative strategy and marketing solution so that the result may fit to the market characteristics. Based on the interview and SWOT analysis, ThisAble Enterprise cooperate with some companies and attending events to widely promote ThisAble Beauty Care products to consumers. ThisAble Beauty Care is using visual advertisment such as brochure, backdrop, and banner because the product were promoted by a lot of events that held in a wide marketplace such as malls in Jakarta, Century, Go-Massage, SPAs, ets. Using a proper promotion media ThisAble Beauty Care should be able to increase sales and empowering creative economy program for difable all at once.

Keyword : ThisAble, Beauty Care, Media, Promotion, Difable